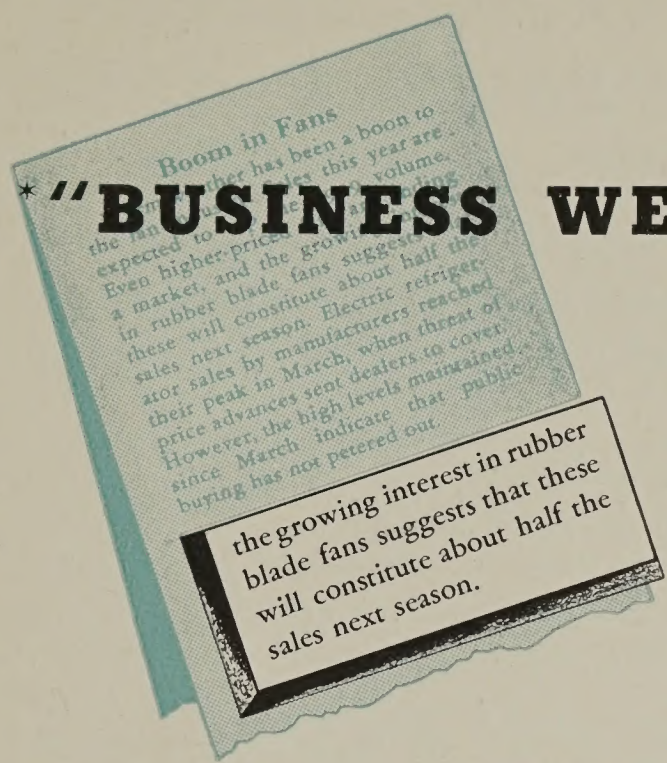
Samson Safe-flex Silence! Safety!

NOW-A SAMSON SAFE-FLEX FAN FOR EVERY NEED

I. **THE MARKET** . . . surrenders to a new idea in electric fans . . . . . Page 3

II. **THE PRODUCT** . . . a safe and silent Safe-flex for every need . . . . Page 8

III. **THE PROMOTION** . . . mightiest fan campaign ever staged Page 10-Page 22



*"BUSINESS WEEK" MAKES A FORECAST!

HALF THIS YEAR'S SALES WILL BE RUBBER-BLADED ELECTRIC FANS

BECAUSE: The Safe-flex rubber-bladed fan has blasted the moss-backed traditions of a whole industry, in two short years! Business experts, reviewing the **soaring sales** of rubber-bladed fans, predict that the revolutionary, scientifically-sound rubber-bladed fan will soon supplant the now outmoded metal-bladed fan.

BECAUSE THEY'RE SAFE! The public appreciates the **safety** of Safe-flex rubber-bladed fans! The universal crusade for greater safety in home, office, and automobile has signed the death warrant of the old-fashioned metal-bladed fan and its perils.

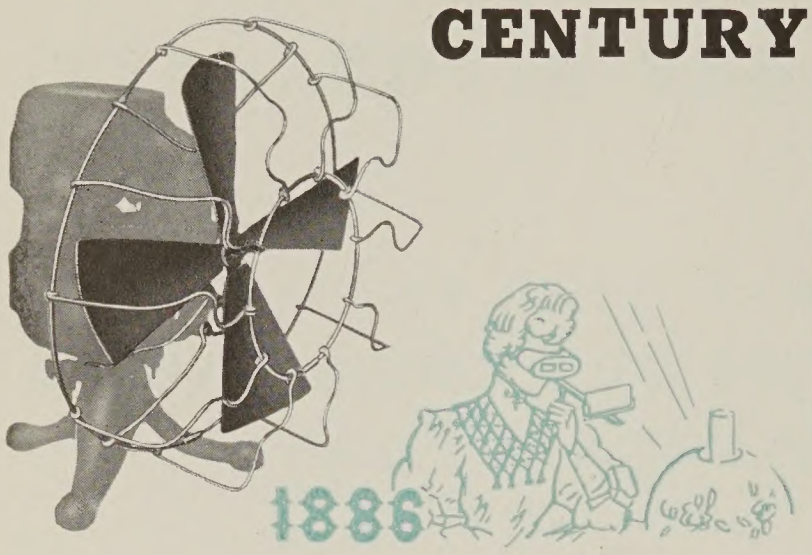
BECAUSE THEY'RE SILENT! Nation-wide publicity and anti-noise campaigns have riveted tremendous attention on the superb **silence** of the Safe-flex rubber-bladed fan. This matchless silence has been greeted as a godsend the country over—in hospitals, libraries, schools, offices, and even telephone booths, where the metallic clamor of ordinary fans becomes intolerable.

BECAUSE THEY'RE MODERN! Decidedly different, the Safe-flex rubber-bladed fan introduces a note of **smartness** and beauty formerly considered inconceivable in an electric fan! Compact, **cageless**, and handsome . . . the Safe-flex rubber-bladed fan lends a refreshing new touch to interior design.

IT'S NO WONDER THEN... That the Safe-flex rubber-bladed fan has conquered the market! . . . That following the most amazing two-year reception ever accorded a product, it is making its 1938 entrance more triumphant than ever, represented by a **complete**, well-rounded line, destined to dominate the sales in the entire field! Get YOUR share of the big business awaiting those who recognize the inevitable trend to Safe-flex rubber-bladed fans!

* Clipped from the nation's leading magazine of commerce.

IN ONE DARING STROKE SAMSON PROGRESS SWEPT ASIDE A HALF CENTURY OF BASIC FAN DESIGN

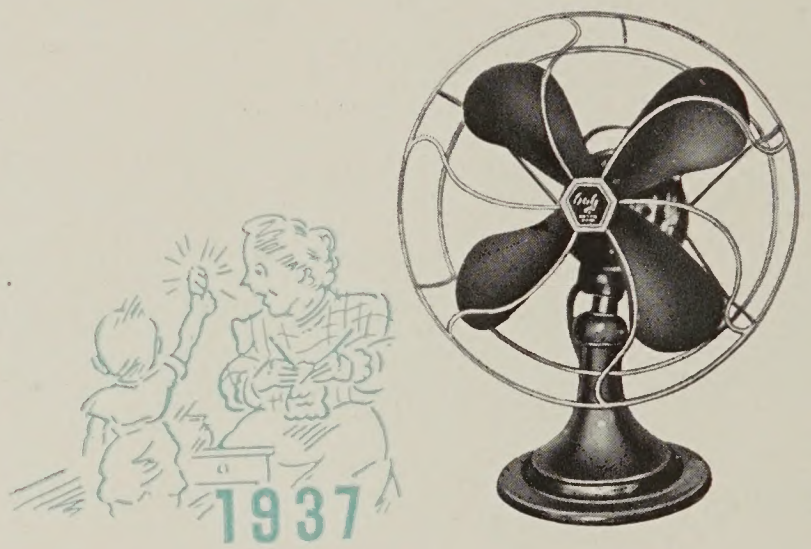


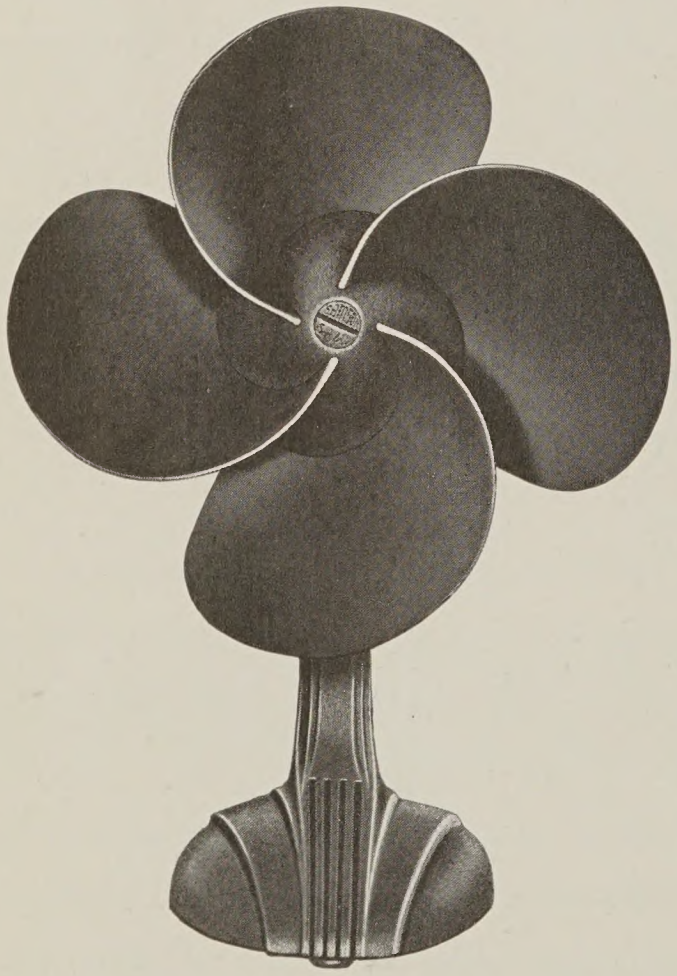
DR. WHEELER'S FAN WAS A WORTHY CONTRIBUTION TO MODERN COMFORT

Fifty-two years ago, when electricity was still a dark, unprobed mystery, Dr. Schuyler S. Wheeler of Ampere, N. J., found inspiration for the first practical electric fan. As with all original inventions, it was a crude and even dangerous contrivance. But at least it pioneered partial relief from the heat . . . and charted a course for future experiment and development.

YET CONVENTIONAL FANS STILL BRISTLE WITH DANGER DESPITE BIRD-CAGE WIRE GUARDS

Research has worked wonders of electrical science since 1886. Ordinary fans, however, are still vicious, spinning knives that must be guarded by ugly tangles of wire. Severe personal injury from accidental contact with old-fashioned fans is still a household menace. And the blades produce a nerve-wracking metallic echo that is annoying and irritating.





SILENT! SAFE!

SAFE-FLEX RUBBER BLADES . . . THE TRADITION - SHATTERING IDEA THAT HAS WON TREMENDOUS ACCEPTANCE

A mere two years ago, Samson astounded the world with Safe-flex . . . a flexible rubber-bladed fan! In one dramatic sweep, Safe-flex rendered obsolete the old accepted ideas of electric fan design. Unsightly bird cages have been stripped away. Soft, pliable blades whirl unprotected, without the slightest risk of injury to the tiniest infant finger. The harsh jangle has been tamed to a pleasing silence.

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No wonder that in three short years this revolutionary fan has made friends with parents, teachers, office managers, insurance companies, interior decorators, in fact, intelligent people everywhere! No wonder that it is on its way to undisputed leadership!

YESTERDAY, A NEW IDEA . . . TODAY THE NATION'S FAVORITE FAN!

A TRIUMPH OF SCIENTIFIC RESEARCH

SAMSON SAFE-FLEX RUBBER BLADES GUARANTEED FOR FIVE YEARS!

SAFE-FLEX RUBBER BLADES ARE SUPERIOR IN AIR OUTPUT TO METAL-BLADED FANS!

Climaxing years of painstaking experiment . . . the new Safe-flex rubber blades! So perfected that today they are guaranteed for five years of normal use: and tests indicate that they will last almost indefinitely! Since that historic day when A. O. Samuels, President of Samson-United, first envisioned a safe, flexible-bladed fan, Samson engineers have spent years in constant laboratory research. Canvas, paper, and ordinary rubber were tried and discarded before a special, exclusive rubber formula was adopted.

Unlike ordinary rubber, the new Safe-flex will provide years of flawless service and will not become hard, brittle, or cracked. The semi-gloss walnut finish is moulded in, not painted on. Furthermore, the scientifically adjusted blade pitch has vastly improved the breeze-making ability of Safe-flex fans, making them decidedly superior to both earlier rubber-bladed fans and present-day metal-bladed fans! Finally, the fan design permits easy replacement of blades.

A few typical tests given Samson Safe-flex Blades.

1. AGING, OR LIFE TEST—insures maximum service-life . . . resistance to age, heat, moisture, sunlight, and air impurities.

2. PERMANENT SET TEST—insures that blades will hold their shape under the highest velocity.

3. HARDNESS TEST—insures proper temper of rubber to eliminate completely all hazard, all noise.

4. ELONGATION TEST—insures against stretching of blades, providing for perfect balance of fan at all times.

5. TENSILE TEST—insures extraordinary strength of rubber, to withstand abusive use or accidents.

PROOF FROM LEADING TESTING LABORATORY*—10″ SAFE-FLEX DELIVERS MORE BREEZE THAN OTHER 10″ FANS!

*These fans were tested by the UNITED STATES TESTING COMPANY, INC. UNDER TEST No. 89503.

Nationally known make, retailing at $14.95. Delivers **37% less** air than Samson Safe-flex fan.

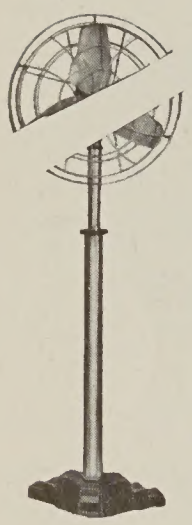
Nationally known make, retailing at $9.95. Delivers **35% less** air than Samson Safe-flex fan.

Nationally known make, retailing at $13.95. Delivers **17% less** air than Samson Safe-flex fan.

Samson Safe-flex fan, retailing at $7.95. Delivers far **more air** than any of the metal-bladed fans tested.

A MAN-MADE CYCLONE

... that you can't hear!



ASTOUNDING PROOF THAT SAFE-FLEX FANS ARE 4 TO 14 TIMES QUIETER!

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Comparison of Air-Circulator Noise

Safe-flex Rubber-Bladed Fan . . Hushed Operation
Best-selling Metal-Bladed Fan . . . 1400% Noiser

Safe-flex rubber-bladed fan out-silences them all! That's not a mere advertising claim, but a newsworthy fact . . . based on objective, scientific noise-level measurements. Comparisons are almost unbelievable! For example, one of America's most popular metal-bladed air-circulators made 1400% more noise than the new Samson rubber-bladed Air-Cooler! A comparison of three nationally-known 10 in. metal-bladed fans with the 10 in. Safe-flex provided further convincing proof of the unprecedented, unequalled silence of Safe-flex performance! The startling evidence is conclusively depicted on this page.

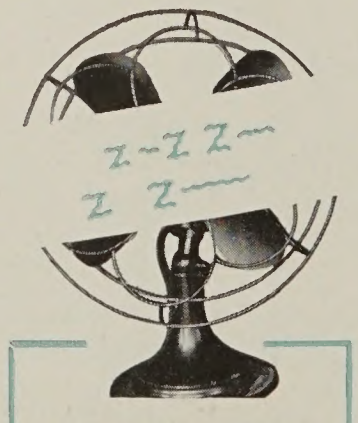
TESTS PROVE IT

(All tests were made in accordance with American Tentative Standards No. 724.2-1936 for noise measurement, as approved by the American Standards Association. Instrument used was a General Radio type No. 759-A sound-level meter. Percentage of noise of each fan to the Samson fan was calculated by converting the decibel reading to a noise-power ratio, in accordance with logarithmic decibel conversion tables.)

PROOF FROM SAMSON TESTING LABORATORIES: 10″ METAL-BLADED FANS 400% NOISIER THAN SAFE-FLEX RUBBER-BLADED FANS!

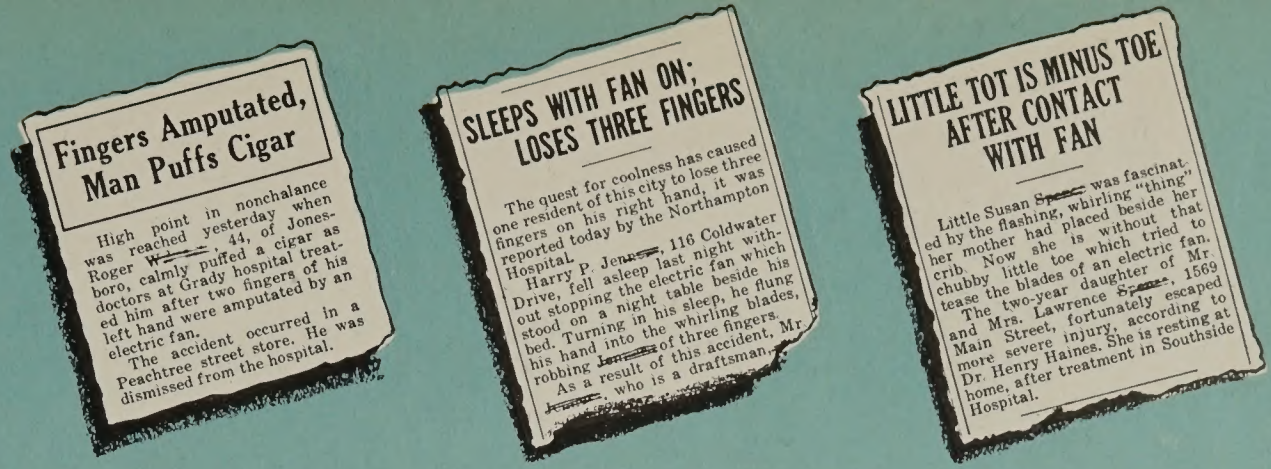
Nationally-known make retailing at $13.95. **410% noisier** than Samson Safe-flex fan.

Nationally-known make retailing at $9.95. **408% noisier** than Samson Safe-flex fan.



Nationally-known make retailing at $14.95. **398% noisier** than Samson Safe-flex fan.

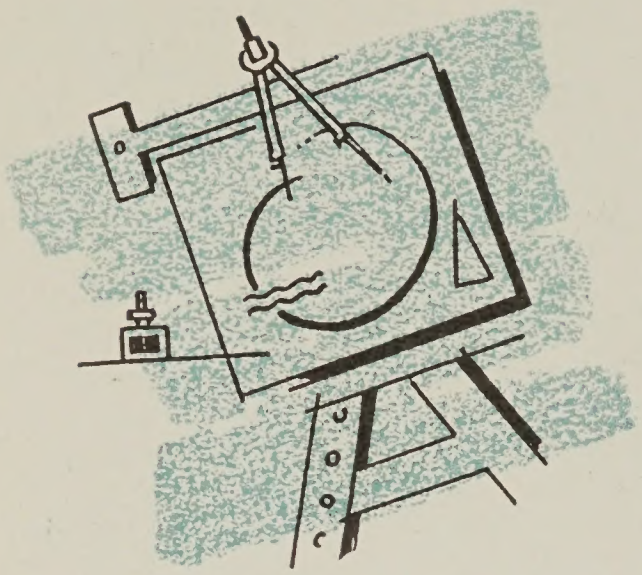
Samson Safe-flex fan, retailing at $7.95. **Smooth, silent performance.**



SAFE-FLEX FLEXIBLE RUBBER BLADES HAVE BANISHED ELECTRIC FAN HAZARDS

Now! A Safe Safe-flex Fan For Every Need

One model the first year, three the second year, and now...A COMPLETE SAFE-FLEX LINE—A Safe-flex fan for every purse and purpose. A record-breaking expansion, by your insistent demand! This means more profits for YOU! You have the satisfying answer to every sales inquiry! Establish yourself as headquarters in a field that presents ready-made prospects, in an industry that has just begun to grow!



CONSTRUCTION FEATURES THAT SELL *Safe-flex*

And Keep Your Customers Happy!

Leadership means getting there **first** with the new . . . and staying out in **front** with the finest. From blue-print to final approved product, every model in the new Samson Safe-flex line has had to run a gauntlet of unceasing tests and rigorous standards. Here we cite some of the general specifications which make Safe-flex the nearest approach to perfection in electric fans.

THE RUBBER BLADES: Product of five years constant investigation and experiment. Blades are set to provide a continuous c-o-o-l-i-n-g flow, not jerky gusts of air. Blades are easy to clean by use of pure mild soaps or glycerine.

THE MOTOR: Safe-flex motors are the most advanced in the fan industry. Designed for quiet operation, high starting torque, and trouble-proof action. Motors rapidly come to full speed, and are styled for maximum efficiency at all speeds, with minimum current use. . .

The various models, except the 24-inch circulators, have shaded-pole induction type, non-radio-interfering motors for operation on 115 volts, 50-60 cycle, A.C. circuits. Most models are also available for D.C. circuits. (220-240 volt fan prices quoted upon request). . .

BEARINGS: Oil-less, self-aligning types on 6, 8, and 10-inch models. On other models, bronze bearings, with felt-wick and oversize built-in oil reservoirs. . .

SHAFT: High strength automotive steel, with friction-proof, mirror finish for maximum life, and ground to dimensions accurate within 1-4 thousands of an inch . . .

MOTOR HOUSING: Sheet steel, streamlined. **Air-chamber** front and back makes for cooler operation. Motor windings are pressed into motor housing permanently to prevent vibration and noise.

BASES AND ARMS: Solid, sturdy construction, scientifically devised to prevent tipping and to take up vibration. Smartly styled bases have scratch-proof feet.

SWITCHES: Finest obtainable. Adopted for use only after hundreds of engineering tests.

CORDS: All-rubber, indestructible, fray-proof cord, extra-long length. Underwriters' Listed, with unbreakable rubber plug.

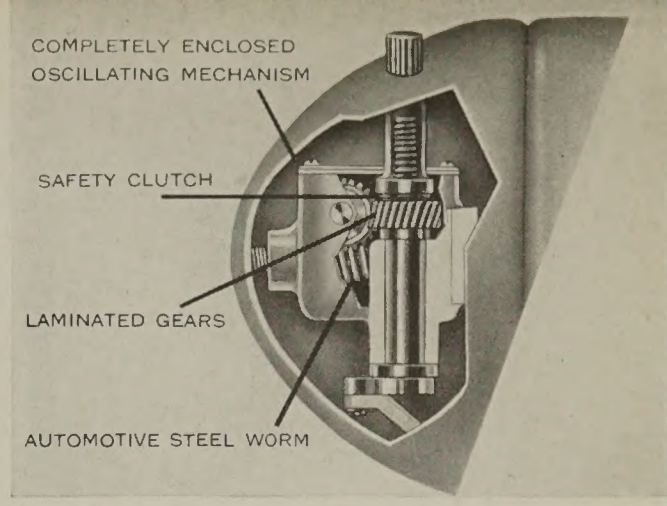
DESIGN: The artistic possibilities of cage-less construction have been beautifully mastered in the graceful simplicity of Safe-flex fan styling. A perfect blend for any period background. Lighter, easier to carry, making Safe-flex fans particularly attractive to the woman in the house. Unquestionably Samson presents the best looking group of fans on the market today!

AIR DISPLACEMENT: The air deliveries (displacement in cubic feet per minute) shown in this catalog were measured in exact accordance with the standards as set up for these types of fans by the National Electrical Manufacturers' Association. (NEMA).

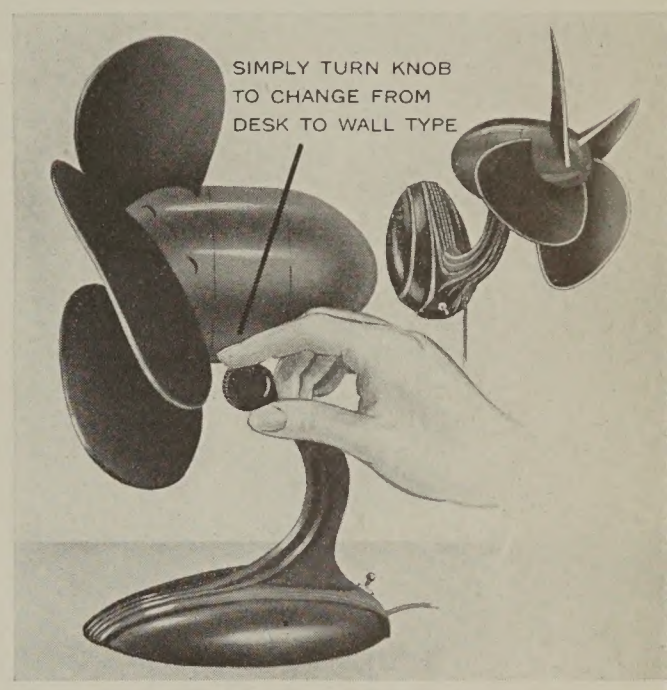
PATENTS: Samson Safe-flex Rubber-bladed fans are now covered by U. S. Patent No. 2,095,223 (Great Britain Patent No. 470,050; Canada Patent No. 370,548; Italy Patent No. 345,357; France Patent No. 811,277). Other patents pending. Unlicensed manufacturers, their jobbers, or dealers, of infringing rubber-bladed fans will be duly prosecuted by law.

GUARANTEE: All fans manufactured by the Samson-United Corporation are guaranteed against mechanical and electrical defects for a period of one year from date of purchase; if used in accordance with instructions accompanying the fans. Safe-flex RUBBER BLADES are guaranteed against deterioration for FIVE YEARS of normal use.

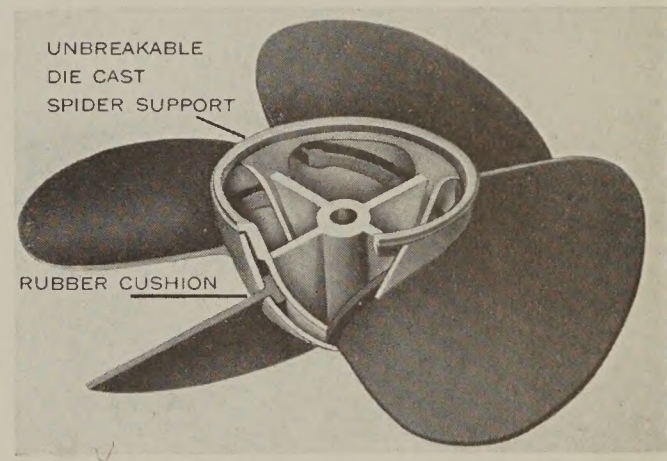
NOTE: Watts, R.P.M., and air-delivery may vary 10% from figures indicated in specifications of each model.



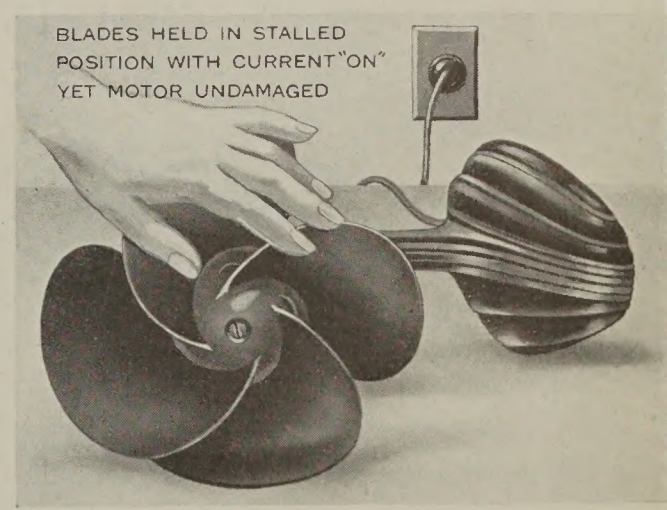
THE OSCILLATION MECHANISM: Full 90 degrees. Oscillation can be stopped while in motion, and can be converted to stationary position merely by turning a knob! Enclosed in die-cast housing . . . GEARS of high-strength automotive steel work against laminated gears, making for greatest durability and silence of operation. . . Fine-precision gears give smooth, non-jerky performance . . . All gears and links are packed in correct grease, totally enclosed, for dirt-free and trouble-proof operation throughout the life of the fan. . . SAFETY CLUTCH within oscillator mechanism prevents possibility of damage to motor or oscillator in event fan falls or is caught as it revolves.



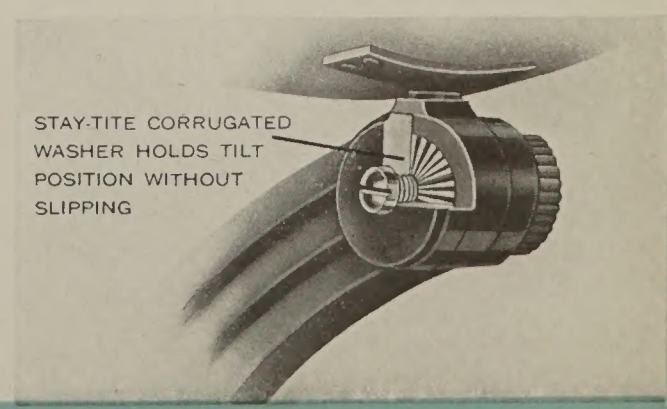
THE EASY-TO-ADJUST UNIVERSAL PIVOT JOINT: An exclusive Samson feature on all 10″ and 16″ desk fans. By a quick turn of the Single-Control Knob, you can convert a desk model into a wall fan. No need to remove motor housing or other parts. Full tilting range, even when the fan is on the wall, by use of the Single-Control Knob! No other desk-type electric fan has this convenience!



THE CUSHIONED NOSE-PIECE: Eliminates the possibility of the hub vibrating on the shaft. Acts as shock absorber if fan is tipped over accidentally. There can be no direct jar on the shaft to affect its balance or uniform rotation.



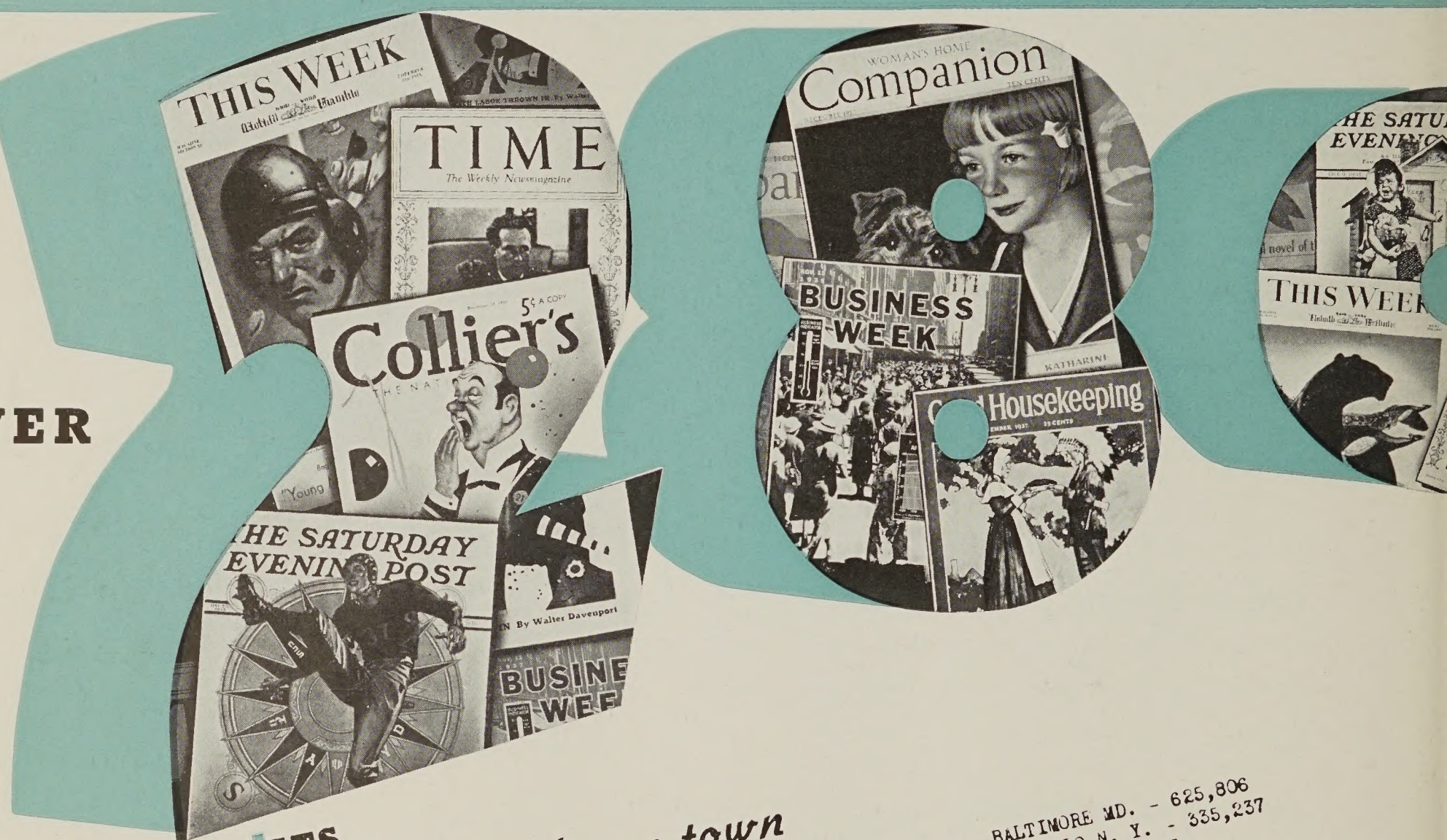
THE "LOCKED-ROTOR TEST": The construction of the motor prevents permanent damage to the mechanism of the fan even when blade assembly is held in a stalled condition with the current on, as in the purposely-tipped position illustrated. By test, a 10″ Safe-flex fan has been operated on live circuit for ELEVEN WEEKS in this locked-rotor (stalled motor) position. Most motors of conventional construction would have burned out within a few hours. The Safe-flex fan can be held by the shaft while in action with no harm to the mechanism, an impossible feat with ordinary fan motors.



STAY-TITE TILT WASHER: An exclusive Samson Safe-flex feature, on all 10-and 16-inch models. In ordinary fans a spring-steel washer is used in tightening the usual tilting mechanism. Vibration often causes this washer to loosen, and thus the fan does not hold the desired tilt. This is prevented in the Safe-flex by the notched Stay-tite washer. Once the fan is tilted, it **holds** that position.

SAMSON *Safe-flex*

BACKS YOU UP WITH A GIGANTIC



PROSPECTS

Right in your own home town

NEWARK N.J. - 417,375 ... KANSAS CITY MO. - 229,286 ... BALTIMORE MD. - 625,806 ... DETROIT - 1,144,279 ... OAKLAND CALIF. - 195,138 ... BUFFALO N. Y. - 335,237 ... BIRMINGHAM ALA. - 292,036 ... CLEVELAND - 1,017,836 ... DALLAS TEXAS - 293,113 ... MILWAUKEE WIS. - 582,411 ... TORONTO CANADA - 353,732 ... AKRON O. - 151,130 ... CHICAGO - 1,983,298 ... INDIANAPOLIS IND. - 489,134 ... MEMPHIS TENN.- 341,109 ... WASHINGTON D.C. - 587,439 ... PORTLAND ORE. - 437,671 ... BOSTON - 1,082,447 ... MONTREAL CANADA - 486,521 ... SAN ANTONIO TEXAS - 91,474 ... CINCINNATI - 614,234 ... NEW ORLEANS LA. - 464,193 ... WORCESTER MASS. - 129,019 ... MINNEAPOLIS - 458,163 ... BRIDGEPORT CONN. - 88,596 ... OMAHA NEB. - 359,230 ... NEW YORK CITY - 2,531,558 ... DENVER COLORADO - 147,371 ... MIAMI FLORIDA - 111,566 ... DES MOINES IOWA - 122,755 ... FLINT MICH - 93,282 ... ST. LOUIS MO. - 590,975 ... COLUMBUS OHIO - 245,126 ... SAN DIEGO CALIF. - 107,736 ... LITTLE ROCK ARK. - 78,296 ... CHARLOTTE N.C. - 51,009 ... LOS ANGELES - 1,528,524 ... LOUISVILLE KY. - 108,357 ... SEATTLE - 232,892 ... HOUSTON TEXAS - 141,516 ... SYRACUSE N. Y. - 114,374 ... SPOKANE WASH. - 213,775 ... ERIE PA. - 87,700 ... WILMINGTON DEL. - 102,820 ... EL PASO TEXAS - 48,743 ... PHILADELPHIA - 1,417,800 ... HARTFORD CONN. - 155,460 ... SACRAMENTO CALIF. - 62,529 ... RICHMOND VA. - 73,206 ... ALBANY N.Y. - 153,663 ... WICHITA KANSAS - 64,497 ... CHATTANOOGA TENN. - 121,598 ... TRENTON N.J.- 141,369 ... ST.PAUL MINN. - 303,857 ... ATLANTA GA. - 296,299 ... SALT LAKE

WHAT'S IN ALL FOR? *Just this...*

The dramatic Safe-flex story will be carried straight into **your** own trading area, right into the homes of **your** neighborhood customers! Expect plenty of these folks asking for Safe-flex because when they see and read these ads, **your** business is **bound** to boom!

SEE PAGES 22 AND 23 FOR THE ADDED MERCHANDISING AIDS

Never Before Such Selling Force For Any Fan

NATIONAL ADVERTISING DRIVE

OVER TWENTY-EIGHT MILLION SALES-CLINCHING MESSAGES LAID SQUARELY IN FRONT OF ONE OUT OF EVERY 2 FAMILIES IN THE COUNTRY...THEY HAVE THE MONEY TO SPEND ON FANS. SELL THEM

SAMSON *Safe-flex* THIS EASY WAY!

Over 28,000,000 sales-making impressions! That's a lot of sales power. But more than that, think of the thousands of local customers who will get this first-hand news about Safe-flex. Take the total number of these magazine readers . . . break the figure down into your own home-town subscribers . . . and amazingly enough you've been handed more ready-made prospects than could be reached through your local newspaper! Think it over. It's the greatest selling campaign ever set to work on any fan. Tie up with it and watch your profits skyrocket!

PLUS LOCAL NEWSPAPER ADVERTISING

Safe-flex ads will also appear in

THIS WEEK—A Part Of

26 BIG METROPOLITAN NEWSPAPERS

covering 55% of America's families

TWO FULL MONTHS OF CONSISTENT ADS

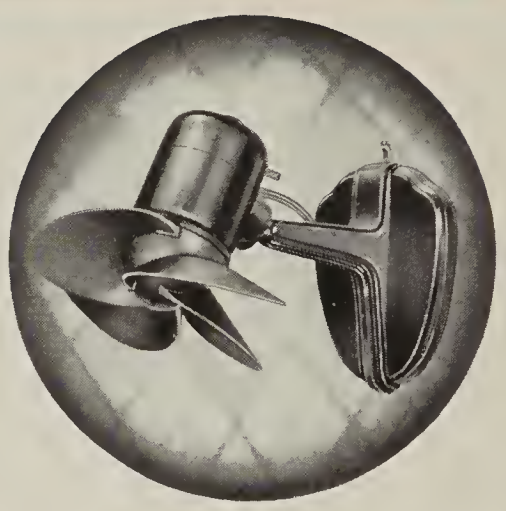
You'll see them in . . .

SATURDAY EVENING POST
COLLIER'S THIS WEEK
WOMAN'S HOME COMPANION
GOOD HOUSEKEEPING
BUSINESS WEEK
TIME

WE'RE THROWING IN FOR GOOD MEASURE...FOR BIGGER SALES

THE SAMSON *Safe-flex* 6-inch ALL-PURPOSE FAN

STANDS UP! CLAMPS ON! PINS UP!



A little handful of fan versatility that has already blasted its way through all competition into unprecedented first-year favor! So light, a small tot can hold it; so safe, those little lifting fingers need not fear the slightest injury! Last year thousands bought the All-Purpose fan for vacationing; it fits into a corner of the suitcase, clamps on anywhere, and silently whips up a breeze that would shame many a larger fan!

It's a natural boon for housewives. They can use it throughout the day . . . in kitchen, parlor, or bedroom . . . clamped on bed or table; pinned up on boudoir or kitchen wall, or standing any place . . . for a hundred purposes in which the knife-like blades of ordinary fans would be an unthinkable hazard!

Silent 6-inch model, with air-displacement rivaling ordinary 8-inch fans. Satin-smooth walnut finish. Spring-steel clamp, concealed in the base. (Covered by U.S. Patent No. D-106, 822). Ball socket joint permits any position. Pin and hanger for pin-up included. On-Off switch. 8-ft. Underwriters' Listed matching rubber cord and plug.

MOTOR: Two-pole induction motor of shaded-pole type, equipped with oil-less self-aligning bearings.

SEE PAGES 22 and 23 for Point of Sale Helps

A SAMSON SAFE-FLEX FAN FOR EVERY NEED

Cat. No.	Code	Current	Volts	Cycles	Rating	Speeds	Motor	Air Deliv. Cu. ft./min.	R. P. M.	No. to Pkg.	Shp. Wgt. Pkg.
706	NOLED	A.C.	110-120	50-60	20 W	Single	Induc.	300	1900	6	23

THE SAMSON *Safe-flex* 8-inch HOUSEHOLD FAN

COMPACT! POWERFUL! CONVENIENT!

Ideal accessory for smaller rooms, such as the sewing den, the kitchen, the breakfast nook, the bathroom, where space is at a premium. Matches the breeze-making of larger fans, without their bulk. Motor especially designed for economical operation. Will not interfere with radio reception. Samson Safe-flex rubber blades make this the safest of all 8-inch electric fans! Runs with a gentle, fretless purr. Solid cast base and arm in flowing streamlined design to complement any period background. Felt feet protect the finish of any surface. Beautiful Frost-tone walnut finish.

MOTOR: Two-pole induction motor of the shaded pole type equipped with oil-less self-aligning bearings.

A SAMSON SAFE-FLEX FAN FOR EVERY NEED

Cat. No.	Code	Current	Volts	Cycles	Rating	Speeds	Motor	Air Deliv. Cu. ft./min.	R. P. M.	No. to Pkg.	Shpg. Wgt. Pkg.
709	NOLEF	A.C.	110-120	50-60	35 W	Single	Induc.	410	1800	3	17

SEE PAGES 22 and 23 for Point of Sale Helps

THE SAMSON *Safe-flex* 10-inch OSCILLATING FAN

EXTRA BREEZE! SOOTHING SILENCE!

Overwhelming favorite for every-day use in homes, stores, and offices . . . the 10 in. model! Now available as a Safe-flex rubber-bladed fan with oscillation features, in both pedestal and desk styles, permitting alternate selection according to particular needs. The desk model can also be hung on the wall, and remember, it's **four times quieter** than most other 10 in. oscillating fans.

THE SAMSON *Safe-flex* 10-inch OSCILLATING FAN

DESK and PEDESTAL MODELS

The latest improvement added to the already outstanding virtues of the 10 in. Safe-flex fan . . . oscillation! Swinging easily, quietly as a whisper, on a firm, cast base and arm, the head of the fan spreads a cooling breeze over a whole side of a room. It actually oscillates a full 90 degrees before reversing! A simple turn of the single control knob converts it quickly from oscillating to stationary position! What's more, this size and type of fan is available on a pedestal as well as in the standard desk style. The pedestal is 4 feet, 6 inches high, just right to throw a comfortable airflow over your bed at night, or to function from the corner of a small office or store. Exclusive, Stay-tite tilting permits higher or lower air range. Base is only 11 inches in diameter. The desk model can be hung on the wall, in a moment, because of the easy-to-adjust universal pivot joint.

Safe-flex oscillators do not require as much room as metal-bladed fans, since the soft rubber blades are no menace to furnishings, clothing or fingers. Both desk and pedestal types are completely finished in distinctive Frost-tone walnut.

MOTOR: Four-pole induction motor of shaded-pole type, rotor running in oil-less bearings. Spider acts as internal blower, ventilating fan for cooler operation.

A SAMSON SAFE-FLEX FAN FOR EVERY NEED

Cat. No.	Code	Type	Current	Volts	Cycles	Watts	Speeds	Air Deliv. Cu. ft./min.	R. P. M.	Motor	No. to Pkg.	Shpg. Wgt. Pkg.
711	NOLEJ	Desk	A.C.	110-120	50-60	55	2-speed	700	1400	Induc.	3	44
711-1	NOLEK	Desk	D.C.	110	—	35	2-speed	700	1400	Series	3	44
712	NOLEL	Ped.	A.C.	110-120	50-60	55	2-speed	700	1400	Induc.	1	23
712-1	NOLEM	Ped.	D.C.	110	—	35	2-speed	700	1400	Series	1	23

SEE PAGES 22 and 23 for Point of Sale Helps

THE SAMSON *Safe-flex* 10-inch STATIONARY FAN

DESK OR PEDESTAL! OFFICE OR HOME!

The pioneer model of rubber-bladed fan development! 10-inch stationary electric fan, the standard type for regular use in both homes and business offices. Now available in both desk and pedestal models. Destined for greater success than ever, since continued research, plus the improved blade pitch, has worked even greater air-displacement, providing a stronger, more refreshing breeze-flow than ever!

Superior in safety, silence of operation, and satisfactory service to any other electric fan of similar wattage. Safe-flex flexible, moulded rubber blades hold their shape during high-speed rotation. Efficient two-speed motor. Sturdy, newly-styled one-piece base and arm on the desk model, beautifully streamlined. The pedestal type stands 4½ feet high, and can be tilted for higher or lower range of airflow. The new Stay-tite washer assures that the desired tilt will hold without slipping. Entirely finished in durable, handsome Frost-tone walnut.

MOTOR: Four-pole induction motor of the shaded-pole type, rotor running in oil-less bearings. Spider acts as internal blower, ventilating fan for cooler operation.

SEE PAGES 22 and 23 for Point of Sale Helps

A SAMSON SAFE FLEX FAN FOR EVERY NEED

Cat. No.	Code	Type	Current	Volts	Cycles	Watts	Speeds	Air Deliv. Cu. ft./Min.	R. P. M.	Motor	No. to Pkg.	Shpg. Wgt. Pkg.
710	NOLEG	Desk	A.C.	110-120	50-60	55	2-Speed	700	1400	Induc.	3	43
710-1	NOLEH	Desk	D.C.	110	—	35	2-Speed	700	1400	Series	3	43
716	NOLEY	Ped.	A.C.	110-120	50-60	55	2-Speed	700	1400	Induc.	1	22
716-1	NOLEZ	Ped.	D.C.	110	—	35	2-Speed	700	1400	Series	1	22

THE SAMSON *Safe-flex* 16-inch OSCILLATING FAN

CONVERTIBLE FOR DESK OR WALL USE!

Perfect for use in specialty shops, stores, business offices, doctors' and dentists' reception rooms, and all commercial establishments where smooth, high-powered air delivery is wanted, as well as good-looking appearance and safe, **silent** performance! Increases the pleasure of customers and the comfort of employees. Full, 90-degree oscillation that throws a decidedly vigorous air-current, with scarcely a murmur of sound, into every stuffy corner of a room. Capable of handling the most demanding household cooling problems, too.

Equipped with THREE SPEEDS, for every air-delivery purpose. Solidly built cast base and arm gives it stability, makes it tip-proof. The very attractive Frost-tone walnut finish blends with every decorative scheme.

Notice how easily the 16-inch oscillator adapts itself to table or wall! The unique pivot joint permits instant adjustment. The base contains the complete wall hanger. Convert the fan from oscillating to stationary position in a jiffy by an easy turn of the knob!

MOTOR: Six-pole induction motor of shaded-pole type, equipped with phosphor bronze bearings lubricated by circulating oil system. Large reservoirs at each bearing insure long-life operation without re-oiling.

A SAMSON SAFE-FLEX FAN FOR EVERY NEED

Cat. No.	Code	Type	Current	Volts	Cycles	Watts	Speeds	Air Deliv. Cu. ft./Min.	R. P. M.	Motor	No. to Pkg.	Shpg. Wgt. Pkg.
713	NOLEN	Desk	A.C.	110-120	50-60	90	3-speed	1550	1000	Induc.	1	30
713-1	NOLEP	Desk	D.C.	110	—	65	3-speed	1550	1000	Series	1	30

SEE PAGES 22 and 23 for Point of Sale Helps

THE SAMSON *Safe-flex* 24-inch AIR-COOLER FOR

CEILING, WALL, COUNTER OR FLOOR MOUNTING

Now, Samson makes high-powered delivery of refreshing air-current possible for locations where metal-bladed circulators would be nerve-jarring, a constant menace! The Safe-flex 24-inch Air-Cooler comes in four distinct models, each with flexible rubber blades instead of dangerous knife-like, old-fashioned circulator blades . . . each up to 14 times quieter than nationally-known metal-bladed circulators, by actual scientific test!

The firm, specially moulded, ever-pliant Safe-flex rubber-blades produce a vigorous, widely-radiated air-output that is fully as effective as that of any metal-bladed circulator. No uncomfortable draft results, because maximum air-displacement is attained at lower speed, 860 R.P.M. Yet, amazingly, Safe-flex delivers as much breeze-power as ordinary circulators, which rotate 1150 to 1700 R.P.M. Besides, conventional circulators consume 260 to 350 watts, at an average operating cost of 2c per hour. Safe-flex uses 195 watts for the same air-output, and costs approximately 1c per hour.

Safe-flex Air-Coolers are finished in rich-looking Frost-tone walnut. In Silence, Safety, Efficiency, they are the outstanding Air-Circulators on the market!

No. 717

WALL BRACKET MOUNTING: Furnished complete with stud, motor socket, and lag screws for attachment to wood construction. Extends 14 inches from wall, with swivel adjustment to either side.

No. 718

COUNTER MOUNTING: Center of an s 20 inches from base. Base drilled for counter attachment. 12 ft. of rubber cord and plug, for attachment to motor leads in the seamless-steel stand column.

THE MOTOR: Split-phase induction type, wound for maximum efficiency and cool operation. Phosphor bronze bearings; hardened ground steel rotor shaft.

No. 719

CEILING MOUNTING: Consists of motor socket, round malleable flanged hanger with four lag screws and ceiling canopy. (No hanger pipe.)

SEE PAGES 22 and 23 for Point of Sale Helps

A SAMSON SAFE-FLEX FAN FOR EVERY NEED

Cat. No.	Code	Type	Current	Volts	Cycles	Watts	Speeds	Air Deliv. at 1-ft. (Cu. ft. min.)	✶Air Deliv. at 4-ft. (Cu. ft. min.)	R. P. M.	Motor	Shpg. Wgt. Net	Shpg. Wgt. Pkd.
715	NOLET	Ped.	A.C.	110-120	60	195	Single	4000	6500	860	Induc.	105	115
715-1	NOLEV	Ped.	D.C.	110	—	195	Single	4000	6500	860	Series	105	115
717	NOLAB	Wall	A.C.	110-120	60	195	Single	4000	6500	860	Induc.	56	63
718	NOLAD	Counter	A.C.	110-120	60	195	Single	4000	6500	860	Induc.	64	71
719	NOLAG	Ceiling	A.C.	110-120	60	195	Single	4000	6500	860	Induc.	45	51

Also available in these D. C. models with same motor as No. 715-1: Wall, 717-1 NOLAC; Counter, 718-1 NOLAF; Ceiling, 719-1 NOLAH.
✶ Samson Laboratory Tests.

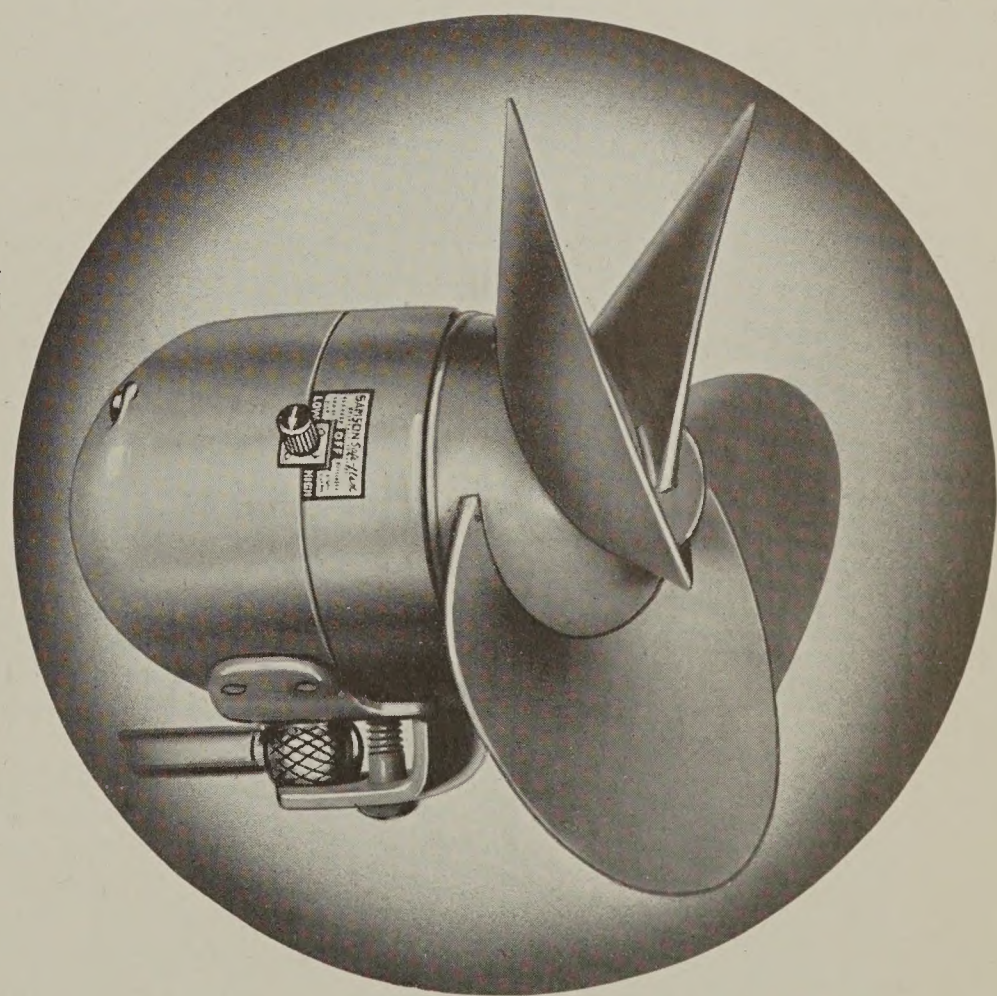
THE SAMSON *Safe-flex* 2-SPEED ELECTRIC AUTOFAN

Air-Cooled Comfort For Summer Driving!

Safe-flex Autofan is the established leader! A summer driving necessity! Now with TWO SPEEDS: high for blistering hot days and traffic-jam sweltering . . . low for normal cooling needs when parked or waiting for traffic lights to change. Removes dangerous steam and fog on rainy days, ventilates and circulates air. Moves more cubic feet of air each minute than any other auto fan. Wonderfully quiet . . . perfectly SAFE to person and apparel, even in the close confines of a car. Ideal for all-season use, also! Banishes all traces of frost, sleet, and ice from winter windshields!

Efficient, economical, and attractive . . . the Samson Autofan is backed by three powerful sales arguments . . . the prestige and impetus of last season's brilliant reception . . . the benefits of five years' research in the very laboratories where rubber-bladed fans originated . . . and the full profit protection of Samson price-maintenance policies! Follow the SAFE-FLEX Path to assured profits!

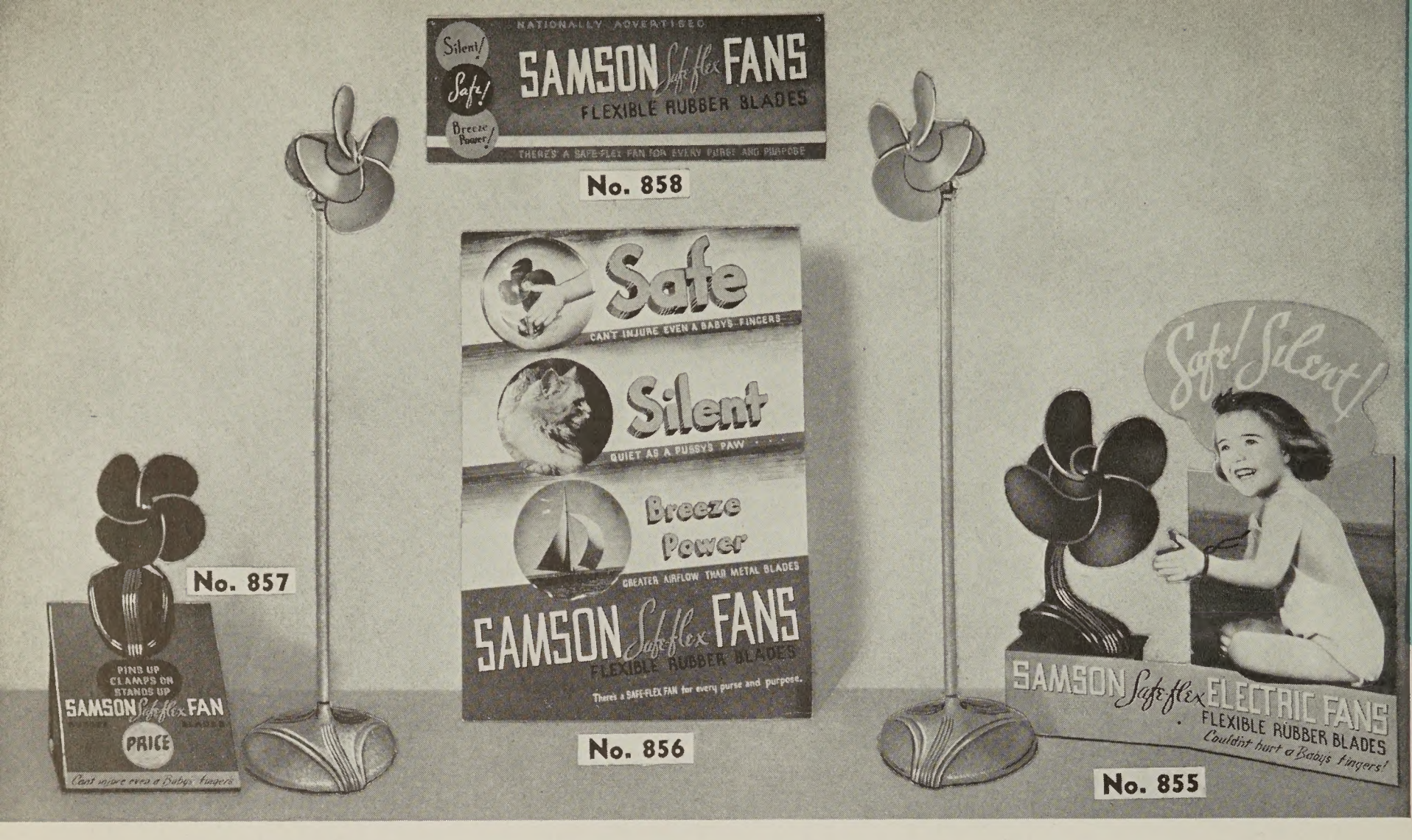
Autofan comes complete; easily and quickly installed on steering column, header board, or corner post, by means of universal mounting clamp, with rubber cord and terminals. Adjustable to any position. Lasting non-glare mauve finish.



A SAMSON SAFE-FLEX FAN FOR EVERY NEED

Cat. No.	Code	Volts	Watts	Speeds	Air Deliv. Cu. ft./Min.	R. P. M.	Motor	No. to Pkg.	Shpg. Wgt. Pkg.
998-S	NULEB	6	18	2-Speed	350	2200	Series	6	14
998-1S	NULEC	12	18	2-Speed	350	2200	Series	6	14

SEE PAGES 22 and 23 for Point of Sale Helps



GET THESE TESTED POINT-OF-SALES HELPS FREE ...THEY'LL HELP YOU SELL

No. 855 Action Pedestal Display

A sales-influencing display in 4 vivid colors, with breeze-whipped ribbons. Size 17" x 22". Holds actual fan.

No. 856 Panel Display

Striking "read-as-you-run" display in 4 colors. Size 22" x 28".

No. 858 Window Banner

Powerful three color window poster. Size 12" x 24".

No. 857 All-Purpose Fan Display

Takes next to no room on counter. Display allows actual demonstration of fan. 3 colors.

NO. 901 MERCHANDISING KIT	NO. 902 MERCHANDISING KIT	NO. 903 MERCHANDISING KIT
For 6-inch All-Purpose Fans One Kit Supplied with each 6 Fans Contents of Kit: 1 Window Banner No. 858 1 All-Purpose Fan Display No.857 25 Safe-flex Fan Folders No. 853 1 Sales Person's Selling Hints No. 864	For 8-inch and 10-inch Fans One Kit Supplied with each 3 Fans Contents of Kit: 1 Window Banner No. 858 1 Fan Display No. 855 25 Safe-flex Fan Folders No. 853 1 Sales Person's Selling Hints No. 864	For 16-inch Fans and 10, 16-inch Pedestal Models One Kit Supplied with each 3 Fans Contents of Kit: 1 Window Banner No. 858 1 Window Display Panel No. 856 25 Safe-flex Fan Folders No. 853 1 Sales Person's Selling Hints No. 864

No. 853 Safe-Flex Fan Folders For Counter Use Or Mailing. Shows all of the important popular models with retail prices. An effective sales-aid in telling folks about a Safe-flex Fan for every purse and purpose. Room for your imprint!

No. 864 Selling Hints For Sales Persons. Spotlight facts your sales people ought to know for intelligent selling of Safe-flex. Covers all models and is written briefly, interestingly.

No. 859 Individual Price Cards. A smart die-cut miniature of No. 855 Display. 1 FREE in each shipping carton of fans (all models).

EXTRA SALES PEOPLE WHO NEVER APPEAR ON YOUR PAYROLL!

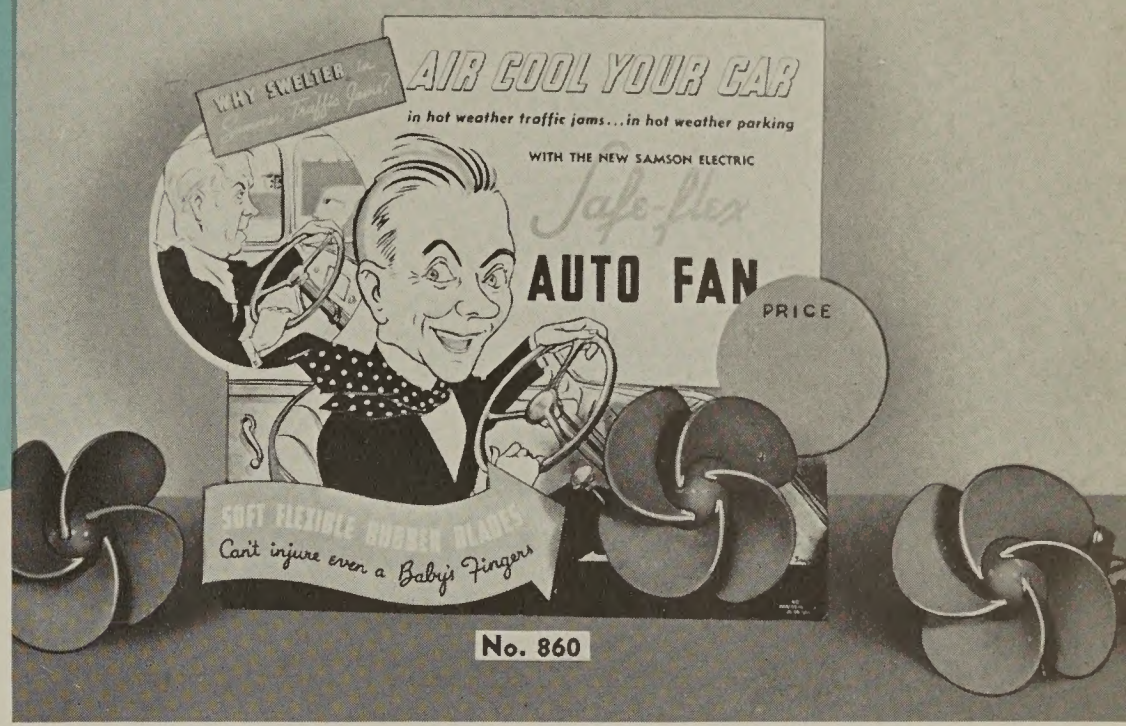
AVERY LIBRARY
COLUMBIA UNIVERSITY

FREE

POINT-OF-SALE HELPS THAT MEAN BUSINESS TO YOU

Prepared by merchandising experts. Put these potent selling helps to work for you. They'll move Safe-flex fans across your counter if you set them up and tie in your promotional activity with the huge national advertising drive.

No. 861



No. 860

No. 867 Island Counter or Window Display. Gorgeous pedestal display that sells your whole assortment. Three colors. Wired for actual demonstration of fans. Size 24" x 15" x 20".

DRAMATIC SALES-AIDS TO HELP YOU CASH IN ON "AIR-COOLED CARS WITH SAFE-FLEX AUTOFANS"

Expect ready-made sales when you set these two dramatic display pieces up in your window. They sell the idea of air-cooled cars and sell it in a safe, silent, big Safe-flex way.

No. 860 Counter and Window Autofan Display
Four brilliant colors that breathe air-cooled comfort. Use it either for counter or window purposes. Holds actual Autofan. Size 20" x 15".

No. 861 Autofan Window Banner
Smashing poster type banner printed in 3 rich colors. Size 9" x 24".

NO. 905 MERCHANDISING KIT

Free with Introductory
Safe-Flex Fan Offers No. 3575 & 2990

- 1 Island Counter or Window Display No. 867
- 1 Window Banner No. 858
- 100 Consumer Folders No. 853
- 1 Sales Person's Selling Hints No. 864
- 1 All-Purpose Fan Display No. 857
- 1 Set of Price Cards for Fans

Two Assortments To Choose From

Offer No. 3575

Qty.	Item No.	
1	706	6" All-Purpose Fan
1	709	8" Stationary Fan
1	710	10" Stationary Fan
1	716	10" Stat. Pedestal Fan
1	711	10" Oscillating Fan
1	712	10" Osc. Pedestal Fan

Offer No. 2990

Qty.	Item No.	
2	706	6" All-Purpose Fans
2	709	8" Stationary Fans
2	710	10" Stationary Fans
1	711	10" Oscillating Fan

Here are two well-rounded assortments to win big Safe-flex profits. Fan for fan you have something new . . . something different to offer. Build permanent customer satisfaction, make your store headquarters for Safeflex

NO. 904 MERCHANDISING KIT

For Summer Merchandising of Autofans
One Kit Supplied With Each 6 Autofans
Contents of Kit:

- 1 Window Banner No. 861
- 25 Folders No. 862
- 1 Display No. 860
- 1 Sales Person's Selling Hints No. 863

NO. 862 AUTOFAN CONSUMER STUFFER

These attractive envelope stuffers will go a long way in producing business. Stick them in your statement mailings. Keep a pile handy on counter. Imprint your store name and address!

ASK YOUR JOBBER ABOUT THE FREE NEWSPAPER AD MATS AND ELECTROS!

WHERE SAFE-FLEX COMES FROM

The 7-acre Samson-United plant in Rochester, New York, where Safe-flex originated. Here developed the dramatic story of patient, fruitful experimentation that launched a new epoch in electric fan history. Shipped from this plant each year are millions of other electrical household appliances that have made "SAMSON" a password for advanced quality the world over.

SAMSON UNITED CORPORATION

ROCHESTER, N. Y., U. S. A. • • • TORONTO, ONT., CANADA

EXPORT DIVISION: 377-379 BROADWAY, NEW YORK, N. Y

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